

WHAT IS CLAIMED IS:

1. A method for presenting programming information to a viewer, comprising:
 - creating a reference row in a programming grid;
 - dividing the reference row into a plurality of segments, each segment representing a time period shorter than that of any program in the programming grid; and
 - aligning in the programming grid the programming information of each program according to the segments of the reference row representing each program's respective time period.
2. The method of claim 1, wherein the reference row comprises a hidden reference row.
3. The method of claim 2, wherein the creation of the reference row includes:
 - adding a row to the programming grid.
4. The method of claim 3, wherein the division of the reference row into a plurality of segments comprises:
 - dividing the reference row into a plurality of segments, each segment representing a one-minute interval.
5. The method of claim 4, wherein the width of the segments is fixed by a width attribute.

6. The method of claim 1 further comprising:

retrieving the programming information.

7. The method of claim 4, wherein the aligning of the programming information includes:

adding columns to the programming grid such that each row is divided by the columns; and

spanning the programming information of each program across a number of columns in a row, wherein the number of columns is proportional to the deviation of the program associated with the programming information.

LICENSING AGREEMENT

8. An apparatus to present programming information to a viewer, comprising:
- a communications device;
 - a processor;
- and a memory storing a plurality of instructions to be sent by the processor via the communication device to an http client for execution, the instructions to be executed by the http client to create a reference row in a programming grid, the executed instructions further to divide the reference row into a plurality of segments, each segment representing a time period shorter than that of any program in the programming grid, the executed instructions further to align in the programming grid the programming information of each program according to the segments of the reference row representing each program's respective time period.
9. The apparatus of claim 8, wherein the programming grid includes an HTML table.
10. The apparatus of claim 9, wherein the creation of the reference row includes adding a row to the HTML table.
11. The apparatus of claim 10, wherein the division of the reference row into a plurality of segments includes adding columns to the reference row in the HTML table, each column representing one of the segments.
12. The method of claim 11, wherein the width of the columns is fixed by at least one of a width attribute and a fix-length image.

13. The apparatus of claim 8, wherein the reference row is one of visible and invisible to the viewer.
14. The apparatus of claim 11, wherein the aligning of the programming information includes spanning the programming information of each program across the columns representing each program's respective time period.

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15. A system for presenting programming information to a viewer, comprising:
 - means for creating a reference row in a programming grid;
 - means for dividing the reference row into a plurality of segments, each segment representing a time period shorter than that of any program in the programming grid; and
 - means for aligning in the programming grid the programming information of each program according to the segments of the reference row representing each program's respective time period.